



PAN AFRICA CHRISTIAN UNIVERSITY

BUSINESS DEPARTMENT

COURSE CODE: STM 603

COURSE TITLE: GLOBAL COMPETITIVE STRATEGY

Instructions

Answer question one from section A and any other three questions from section B

Section A

Compulsory Question

Question one

Company CFG is a private entity which has been in operation for 10 years in a developed country. So far, the company is still in the process of adopting new technology. However, the main aim of CFG is to capitalize on innovation towards gaining competitive advantage with the aim of attaining global presence in the next 5 years. You have been hired as an expert to advice appropriately on:

- a) An analysis of **four** key factors which will enhance globalization of CFG (**8 marks**)
- b) Overcoming challenges faced by companies venturing into global markets (**12marks**)

Section B

Answer any three Questions

Question two

Global mosaic plays a key role in global competition.

- a) Citing an example in each case, explain **two** key objectives of interstate competition
(**2 marks**)
- b) Evaluate the impact of global mosaic on business competition across borders. (**8 marks**)

Question three

You have been recently posted to an organization which is in the process of establishing an organizational structure to enhance entry into global markets. Discuss:

- a) advantages any two possible global business organisational structures **(4 marks)**
- b) disadvantages of any two possible global business organisational structures. **(6 marks)**

Question four

Foreign policy is a crucial document in relationships between a local and a foreign country.

- a) Explain two key components of a foreign policy. **(2 marks)**
- b) Discuss how governments maintain relations with foreign countries for competitive advantage. **(8 marks)**

Question five

Effective implementation of a global strategy enhances globalisation.

- a) Analyse global strategic implementation process **(7marks)**
- b) Explain **three** major challenges faced by organisations during the strategic implementation process. **(3 marks)**